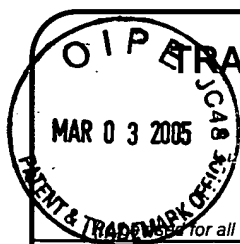


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|------------------------------------------------------------------------|----------------------|------------------------|--------------|
| <b>TRANSMITTAL FORM</b><br>for all correspondence after initial filing | Application Number   | 10/661,741             |              |
|                                                                        | Filing Date          | September 12, 2003     |              |
|                                                                        | First Named Inventor | Simon Tong             |              |
|                                                                        | Art Unit             | 2171                   |              |
|                                                                        | Examiner Name        | Unknown                |              |
| Total Number of Pages in This Submission                               | <b>5</b>             | Attorney Docket Number | 53051/288305 |

**ENCLOSURES (check all that apply)**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/ Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts under 37 CFR1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Other Enclosure(s) (please identify below):<br>-PTO/SB/08 Prior Art List<br>-3 Publications<br>-Return Postcard |
| <b>Remarks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

|              |                         |          |        |
|--------------|-------------------------|----------|--------|
| Firm         | KILPATRICK STOCKTON LLP |          |        |
| Signature    |                         |          |        |
| Printed Name | Christopher J. Chan     |          |        |
| Date         | February 28, 2005       | Reg. No. | 44,070 |

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

|                       |               |      |                   |
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| Signature             |               |      |                   |
| Typed or printed name | Steve Kennedy | Date | February 28, 2005 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong et al.

SERIAL NO.: 10/661,741

GROUP ART UNIT: 2171

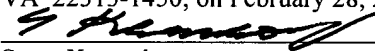
FILED: September 12, 2003

EXAMINER: Unknown

FOR: METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING  
POPULATION INFORMATION

ATTORNEY DOCKET NO.: 53051/288305

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DATE: February 28, 2005

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**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with Rules 56, 97 and 98 of the Rules of Practice in Patent  
Cases (37 C.F.R. §§ 1.56, 1.97, and 1.98), the patent publications listed on the  
attached PTO/SB/08 are submitted for consideration by the Examiner.

**Certificate**

It is hereby certified, under Rule 97(e)(1), that each item of information  
contained in the accompanying Supplemental Information Disclosure Statement was  
first cited in any communication from a foreign patent office in a counterpart foreign

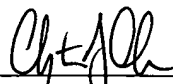
application not more than three months prior to the filing of the statement. A copy of the International Search Report is also attached.

Applicant does not represent or admit that any document listed is prior art or material, and Applicant reserves the right to challenge any assertion that a document listed is prior art or material. Further, Applicant reserves the right to establish patentability over the listed documents.

It is respectfully requested that the references listed on the attached form PTO/SB/08 be expressly considered by the Examiner, made of record in the application, and appear among the "References Cited" on any patent to issue therefrom.

No fee is believed due since this Supplemental Information Disclosure Statement is being submitted prior to the First Office Action. If a fee is due, the Commissioner is authorized to charge such fee and any additional fees that may be due or credit any overpayment to Deposit Account No. 11-0855.

Respectfully submitted,



Christopher J. Chan  
Reg. No. 44,070

KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta, Georgia 30309  
404.815.6061  
Attorney Docket No.: 53051/288305



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| <b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><br><i>(Use as many sheets as necessary)</i> |  |    | Application Number       |  |
|                                                                                                          |  |    | Filing Date              |  |
|                                                                                                          |  |    | First Named Inventor     |  |
|                                                                                                          |  |    | Art Unit                 |  |
|                                                                                                          |  |    | Examiner Name            |  |
|                                                                                                          |  |    | Attorney Docket Number   |  |
| Sheet                                                                                                    |  | of |                          |  |

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|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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